

# INTRODUCTION: Course Objectives; Topics; Approach; Assignments

Lecturer: Ma Ran

## SCHEDULE OF CLASSES

Visual Culture  
Popular Culture  
Theories of Globalisation

Ways of Seeing, John  
Berger



Preparatory reading recommended for students new to the study of visual images in first 2 weeks: any one article from the followings: W.J.T. Mitchell, "What is An Image?" in *Iconology: Image, Text, Ideology*; Roland Barthes, "Rhetoric of an Image" in *Image, Music, Text*; Video episodes of John Berger's *Ways of Seeing* are all available at YouTube.

Practices of Looking, and more...

Istanbul, Tokyo, Madrid  
Olympics 2020  
Promotional Videos



## John Berger "Ways of Seeing"

...The way we see things is affected by what we know or what we feel we should know. We are aware of what we see as if it were an act of choice. Some things we can see, but for a moment we can also be seen. The part of the other can be seen with our own eye to make it fully credible that we are part of the visible world.

An image is a single which has been removed or reassembled. It is an appearance, or a set of appearances, which has been detached from the place and time in which it first had to appear and persist. Every image embodies a way of seeing.



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# John Berger "Ways of Seeing"

...The way we see things is affected by what we know or what we believe...We only see what we look at. To look is an act of choice. ...soon after we can see, we are aware that we can also be seen. The eye of the other combines with our own eye to make it fully credible that we are part of the visible world.

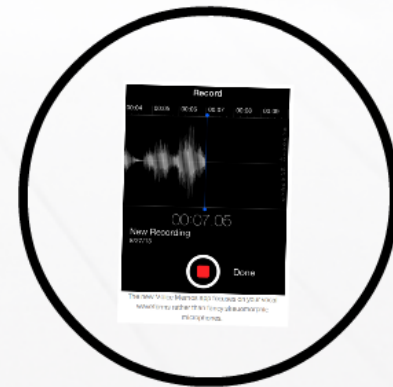
An image is a sight which has been recreated or reproduced. It is an appearance, or a set of appearances, which has been detached from the place and time in which it first made its appearance and preserved...Every image embodies a way of seeing.

Nicholas Mirzoeff

postmodernism: "visual culture is a tactic with which to study the genealogy, definition and functions of postmodern everyday life...the disjunctured and fragmented culture that we call postmodernism is best imagined and understood visually"

visualizing: "VC does not depend on pictures but on this modern tendency to picture or visualize existence"

everyday life: "It is a fluid interpretive structure, centered on understanding the response to visual media of both individuals and groups in everyday life"



# Nicholas Mirzoeff

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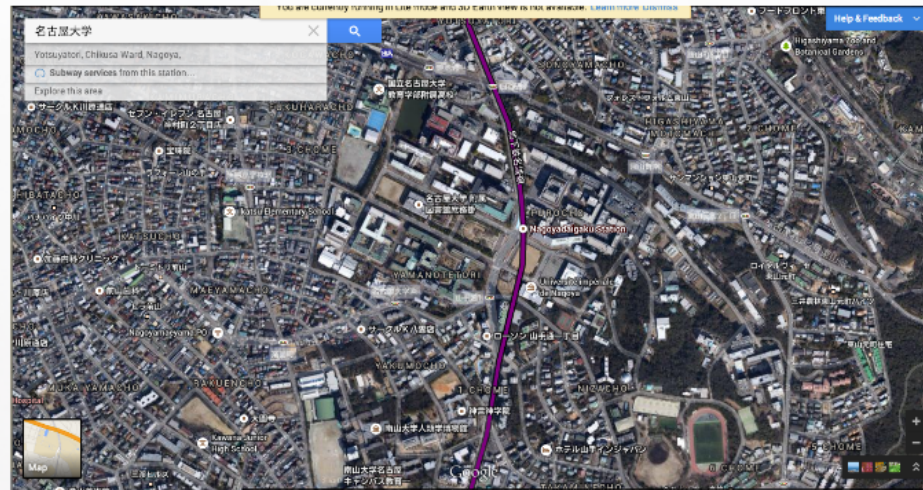
**everyday life:** "it is a fluid interpretive structure, centered on understanding the response to visual media of both individuals and groups in everyday life"



<http://i.imgur.com/Z9dCA7D.jpg>



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The new Voice Memos app focuses on your vocal waveforms rather than fancy skeuomorphic microphones.

<http://www.macworld.com/article/2048983/get-to-know-7-memos.html>



# Practices of Looking, and more...

## Istanbul, Tokyo, Madrid Olympics 2020 Promotional Videos



<http://news.goo.ne.jp/megapicture/2013年09月08日/gettyimages-20130908-07.html>




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Ways of Seeing, John Berger



Time for discussion



Episode de Michelangelo Antonioni, P166 (like-way?)

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# Film for discussion



Blow-up, dir.  
Michelangelo  
Antonioni, 1966  
(library)

[http://oldhollywood.tumblr.com/  
image/6645709427](http://oldhollywood.tumblr.com/image/6645709427)